INFORMATION LETTER

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Proportion of Canned and Frozen Foods Packed in Containers Commonly Sold at Retail

A much greater proportion of the total packs of canned fruits and vegetables is packed in retail size containers than of the total output of frozen foods, according to a study by the N.C.A. Division of Statistics.

During the past five years, an average of 82.4 percent of canned vegetables and vegetable juices has been packed in containers commonly sold at retail, as compared with an average of only 65.9 percent, or about two-thirds, of the frozen vegetables packed in retail size containers.

The comparison for fruits shows a wider difference. During the past five years, 83.5 percent of canned fruits and non-citrus juices were packed in containers other than the No. 10 size, while only 22.6 percent of the frozen fruits have been packed in retail size containers.

Canned fruits and vegetables have shown relatively little fluctuation in the proportion of the total packed in retail container sizes. Likewise, frozen vegetables have consistently shown about two-thirds of the total packed in retail size containers. However, the proportion of canned fruits in retail container sizes jumped from 21.7 percent in 1951 to 30 percent in 1952. This was the only significant change that has occurred in the last five years. Over four-fifths of this increase in the proportion of retail size containers for frozen fruits was for frozen strawberries. In addition, a slightly higher percentage of frozen RSP cherries and miscellaneous frozen fruits were packed in retail size containers in 1952. The proportion of the total canned and frozen packs in

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Agricultural Exports, 1952-53

On a dollar-value basis, agricultural exports during 1952-53 (July-June) were 31 percent less than the value of 1951-52 exports and were at their lowest level since 1944-45, according to the Foreign Agricultural Service, USDA.

The value of agricultural exports during 1952-53 was $2,815,407,000, compared with the 1951-52 total of $4,053,030,000.

On the other hand, exports of nonagricultural products ($12,237,382,000) were 6 percent greater in value than in 1951-52 ($11,516,671,000) and were the highest since 1943-44.

Exports of all commodities during 1952-53 ($15,052,769,000) were 3 percent below the all-time record of 1951-52 ($15,569,701,000). Agricultural

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The Vegetable Situation

With consumer income available for spending expected to be fairly close to that of 1953, demand for vegetables is likely to continue fairly strong in 1954 at levels not much different from 1953, according to a report on *The Vegetable Situation* by the Bureau of Agricultural Economics.

Production for commercial processing this year appears to be sufficient to meet the packs required to keep total supplies about in balance with demand at current prices, BAE said. The outstanding change from last year is the cutback in tomato production.

Holdings of frozen vegetables in commercial cold storage are much larger than a year earlier, and are rising seasonally. This fact, together with the upward trend in the industry, suggest that the commercial frozen vegetable pack this year may equal or exceed the record 1952 pack.

The indicated 1953 crops of sweet potatoes, dry beans, and dry field peas, although larger than in 1952, are none too large for the continued strong demand expected in the current crop marketing year, according to BAE. The potato crop at 381 million bushels, however, is clearly in surplus.

Outlook for Canned Vegetables in 1954

Demand for canned vegetables is expected to continue firm through

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SBA Announces Loan Policy

The Small Business Administration, successor to the Reconstruction Finance Corporation, will give preference for loans which contribute to "production necessary to meet military, defense or essential civilian requirements."

The loan policy was announced September 21 by William D. Mitchell, Administrator of the SBA and chairman of its Loan Policy Board, which promulgated the loan policy. Other members of the Board are the Secretary of the Treasury and Secretary of Commerce.

The SBA was created by Congress at its last session (see INFORMATION LETTER of August 8, page 259). Congress provided that the RFC will terminate its lending activities on September 28.

In announcing the loan policy, Mr. Mitchell said that SBA field offices will be ready to accept loan applications beginning September 29.

The loan policy statement gives as a "basic principle" the following:

"The Small Business Administration will give preference to granting financial assistance which will assist, expedite, increase or maintain the production necessary to meet military, defense or essential civilian requirements.

"If the financial assistance applied for is otherwise available on reasonable terms, the application will be denied."

There are 13 regional SBA offices, with 17 branch offices. Preliminary screening and examination of loan applications will be done at the local level. Final action will be taken at the national office in Washington.

SBA regional offices are located in Boston, New York, Philadelphia, Richmond, Atlanta, Cleveland, Chicago, Minneapolis, Kansas City, Dallas, Denver, San Francisco, and Seattle.

SBA branch offices are located in Buffalo, Pittsburgh, Baltimore, Birmingham, Nashville, Cincinnati, Detroit, Indianapolis, Madison, Davenport, Omaha, St. Louis, Houston, New Orleans, Oklahoma City, Los Angeles, and Portland, Ore.

STATISTICS

1953 Pack of Apricots

The 1953 pack of canned apricots amounted to 4,758,753 standard cases as compared with 4,004,371 cases in 1952, according to a report by the N.C.A. Division of Statistics.

State	1952	1953
	(*basis 24/2½*)	
Utah	38,790	(a)
Wash.-Ore.	45,161	35,506
California	3,904,905	4,717,699
Other states	15,515	5,548
U. S. Total	4,004,371	4,758,753

(a) Included in other states.

1953 Sweet Cherry Pack

The 1953 pack of canned sweet cherries amounted to 1,056,115 standard cases as compared with 1,295,112 cases in 1952, according to a report by the N.C.A. Division of Statistics.

State	1952	1953
	(*basis 24/2½*)	
Michigan	123,537	66,347
Utah	19,619	(a)
Wash.-Ore.	498,523	618,068
California	631,632	358,000
Other states	21,801	13,700
U. S. Total	1,295,112	1,056,115

(a) Included in other states.

The Vegetable Situation

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1954. While advances made in the frozen field are spectacular, they have not appreciably dented the volume of most canned vegetables. The public still takes about 8 pounds of canned vegetables to one pound of frozen.

Current stocks and prospects for the 1953 season pack indicate that supplies of canned vegetables in greatest supply relative to demand for the 1953 pack and marketing year include sweet corn, tomatoes, carrots, pumpkin and squash, and tomato sauce. On the other hand, adequate to light supplies are presently indicated for canned asparagus, beets, green peas, spinach, and cucumber pickles.

Outlook for Frozen Vegetables in 1954

Demand for frozen vegetables in 1954 is expected to continue about as strong as in 1953 and consumption probably will remain near current record or near-record rates.

Frozen vegetables in commercial cold storage September 1 this year were record high for the date and imply another record-large frozen pack in the making. Consumption of frozen vegetables in 1953 is expected to be a record 5¼ pounds per capita, and there is no reason to expect a smaller rate for 1954.

Frozen peas continue by a wide margin as the leading frozen vegetable consumed, with lima beans in second place. After lima beans, four vegetables compete closely for third place—spinach, broccoli, snap beans, and sweet corn. Trailing, but rising rapidly in the last few years, is frozen cauliflower.

Canned and Frozen Foods

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the retail container sizes, during each of the past five years, is shown in the following table:

Proportion of Packs of Canned and Frozen Foods in Container Sizes Commonly Sold at Retail *

Year	Fruits and Juices— Canned	Fruits and Juices— Frozen	Vegetables and —Veg. Juices— Canned	Vegetables and —Veg. Juices— Frozen
	(*percent*)		(*percent*)	
1948	86.4	20.1	84.0	63.7
1949	83.7	20.6	82.0	64.5
1950	81.9	20.4	84.2	66.4
1951	81.7	21.7	80.2	68.5
1952	83.9	30.0	81.8	66.4

* All containers except No. 10 cans and frozen food containers over 20 ounces.

In 1952 an estimated total of 6.2 billion pounds of both canned and frozen fruits and vegetables were exposed to the housewife in retail stores. Canned foods alone accounted for 5.6 billion pounds, or over 90 percent of the total.

During the past five years, 1948-52, an average or more than 92 percent of the total canned and frozen tonnage was in the canned form. For fruits and non-citrus juices an even larger percentage of the combined frozen and canned total is represented by the canned alone. In 1952, 96.8 percent of the total net weight was in canned form, and the average was 97.5 percent for the past five years.

The total net weight of fruits, vegetables, and juices in the frozen and canned form is shown in the following table:

Relative Volume of Production of Canned and Frozen Foods in Containers Commonly Sold at Retail *

Year	Vegetables and Vegetable Juices: Total	Frozen	Canned	Canned as percent of total	Year	Fruits and Fruit Juices: Total	Frozen	Canned	Canned as percent of total
	(*million pounds*)					(*million pounds*)			
1948	4,945.1	284.5	4,660.6	94.2	1948	3,317.7	74.3	3,243.4	97.8
1949	4,760.6	363.6	4,397.0	92.4	1949	3,475.1	72.8	3,402.3	97.9
1950	5,231.7	389.6	4,842.1	92.6	1950	3,623.4	96.5	3,526.9	97.3
1951	6,404.2	527.4	5,876.8	91.8	1951	3,718.8	90.2	3,628.6	97.6
1952	6,168.1	595.0	5,573.1	90.4	1952	3,925.6	126.0	3,799.8	96.8

* All containers except No. 10 cans and frozen food containers over 20 ounces.

Stocks of Apple Products

Reports on canners' stocks and shipments of canned apples and apple sauce have been compiled by the N.C.A. Division of Statistics.

Canned Apple Stocks and Shipments

	1952–53	1953–54
	(*basis 6/10*)	
Carryover, Aug. 1	1,279,639	178,495
Pack during Aug.	.....	2,977
Supply	1,279,639	181,472
Stocks, Sept. 1	929,258	105,735
Shipments during Aug.	350,381	75,737

Apple Sauce Stocks and Shipments

	1952–53	1953–54
	(*actual cases*)	
Carryover, Aug. 1	1,306,279	178,804
Pack, July and Aug.	720,820	900,995
Supply	2,027,099	1,079,799
Stocks, Sept. 1	1,246,007	655,069
Shipments during Aug.	781,092	424,730

Canned Baby Food Stocks

Details of the canned baby food supply, stock and shipment situation are reported by the N.C.A. Division of Statistics as follows:

	1952	1953	Percent change from 1952
	(*thousands of dozens*)		
Canner stocks, Jan. 1	57,522	55,300	− 4
Pack, Jan.-Aug.	80,333	93,540	+16
Supply	137,855	148,840	+ 8
Canner stocks, Sept. 1	45,406	48,927	+ 8
Canner shipments during Aug.	10,431	12,091	+16
Canner shipments Jan. 1 to Sept. 1	92,449	99,913	+ 8

PUBLICATION

Public Accounting Services

The Small Business Administration has issued a booklet, *Public Accounting Services for Small Manufacturers*, intended to disclose problems relating to accounting that are found in many small businesses and to point out how services of public accountants may be utilized.

Copies of the 14-page booklet are available from the Superintendent of Documents, Washington 25, D. C., for 15 cents each.

RESEARCH

Juice From Fresh Prunes

A method for the manufacture of a new fruit product—a sparkling, clear, rich scarlet juice—made from fresh prunes is reported by the Bureau of Agricultural and Industrial Chemistry, USDA.

A BAIC announcement on September 22 said that the colorful new juice, which is quite different from the familiar and widely used dried prune juice, is not yet in commercial production but may one day sell as a concentrate to make up with water or as a single-strength of "straight" bottled juice.

The Bureau's research on the new juice was done in cooperation with the industry at the Western Regional Research Laboratory, Albany, Calif., using both the French prune and the more tart Fallenburg or Italian prune, the chief variety of the Northwest. The fresh prunes sell either as fresh fruit or are canned, but the supply of the fresh fruit in recent years has exceeded the demand. The BAIC said that both growers and processors have shown interest in possible new outlets for the fruit, particularly juice concentrates which have recently become popular.

In the laboratory, the fresh prunes first were washed in cold water, then heated just enough to inactivate the enzymes, strained to remove pits and skins, treated to prevent jellying, and finally put through a bag-type press and a filter. The resulting clear red juice is suited to concentrating or to the usual processing for bottling. Only fully ripe fruit gave juice of the best color, flavor and keeping quality. Tests showed that a cold storage temperature is important for holding the fine flavor and color of the concentrate.

PUBLICITY

True Story Magazine

One of the food articles in the October issue of *True Story* magazine features canned pineapple.

The article, "Delightful Pineapple Dishes," consists of nine recipes sent in by *True Story* readers. Three recipes for desserts are pictured on a full page of color photographs. Also given are recipes for a bread, two salads, a vegetable dish, and two main dishes.

House Beautiful Magazine

Poppy Cannon, food editor of *House Beautiful* magazine, writes about Texas' Mexican cooking in her article, "Open A Can and Make Yourself Famous for Good Texas Food." The article appears in the October issue of the magazine.

In her colorful style of writing, Miss Cannon gives many interesting background facts and suggestions for serving the recipes, using canned foods and Mexican-type specialties. She says, "In this packer-blessed era, your key to 'Tex-Mex' eating is the trusty can opener. For canned foods have become all-American eating."

Miss Cannon, who is the author of the "Can-Opener Cook Book," is well known for her belief that canned and packaged foods contribute much to modern living. Her enthusiastic articles and tempting recipes repeatedly impress the reader that good meals with little kitchen work are the order of the day.

Agricultural Exports

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products constituted 19 percent of the total outward movement compared with 26 percent in 1951-52.

Significant declines in the value of exports were recorded for three of the principal export crops—cotton, down 52 percent; wheat and flour, down 36 percent; and leaf tobacco, down 13 percent.

Also noticeable were greatly reduced exports of dairy products, lard, apples, grapefruit, prunes, grain sorghums, soybeans, dried beans, and potatoes.

The only commodities for which exports showed a large increase are tallow, oranges, raisins and currants, canned fruits, corn, and soybeans.

The value of exports of canned foods during 1951-52 and 1952-53 were summarized by the FAS as follows:

	1951-52	1952-53
	(thousand dollars)	
Canned fruits	17,580	21,890
Fruit juices	18,173	21,959
Canned vegetables	16,670	15,181

The quantity and value of canned food exports during the calendar year 1952 were reported in the INFORMATION LETTER of June 13, page 208.

Details will be published in *U. S. Foreign Trade in Agricultural Products* for fiscal year 1952-53, available on request from the Foreign Agricultural Service, USDA, Washington 25, D. C.

PROCUREMENT

Canned Beef for USDA

The Production and Marketing Administration, USDA, has announced purchase of 6,749,450 pounds of canned beef at an average price of 38.94 cents per pound, f.o.b. plant, during the week of September 14. The purchases were made with Section 32 funds. This raises total USDA purchases of canned beef to 70,504,155 pounds.

PMA also purchased 360,000 pounds of canned beef under a Foreign Operations Administration requisition for export to Germany. It paid 41.95 cents per pound delivered at port.

Secretary Benson stated this week that the USDA beef purchasing program is designed to take up to 200 million pounds of beef off the market. In addition to the canned beef, USDA also is buying ground beef. Total purchases to date amount to 100,085,155 pounds.

Forthcoming Meetings

October 2-6—American Meat Institute, Annual Meeting, Palmer House, Chicago

October 15-17—Florida Canners Association, Annual Meeting, Casa Blanca Hotel, Miami Beach

October 26—Texas Canners Association, Annual Convention, Casa de Palmas Hotel, McAllen

October 28—National Pickle Packers Association, 61st Annual Meeting, The Drake Hotel, Chicago

November 2—Illinois Canners Association, Fall Meeting, Chicago

November 6—Ozark Canners Association, Fall Meeting, Colonial Hotel, Springfield, Mo.

November 9-10—Wisconsin Canners Association, 49th Annual Convention, Schroeder Hotel, Milwaukee

November 9-10—Michigan Canners Association, Fall Meeting, Pantlind Hotel, Grand Rapids

November 9-11—Grocery Manufacturers of America, Inc., Annual Meeting, New York City

November 11-13—Association of Food Industry Sanitarians, Annual Meeting and Conference, Claremont Hotel, Berkeley, Calif.

November 12-13—Iowa-Nebraska Canners Association, Annual Convention, Hotel Fort Des Moines, Des Moines

November 19-20—Indiana Canners Association, Annual Convention, French Lick Springs Hotel, French Lick Springs

November 23-24—Pennsylvania Canners Association, 30th Annual Convention, Penn Harris Hotel, Harrisburg

December 1—Tennessee-Kentucky Canners Association, Annual Meeting, University of Tennessee, Knoxville

December 3—Minnesota Canners Association, Annual Convention, St. Paul Hotel, St. Paul

December 3-4—Tri-State Packers Association, Inc., 51st Annual Convention, Haddon Hall, Atlantic City, N. J.

December 10-11—New York State Canners and Freezers Association, Inc., 68th Annual Convention, Hotel Statler, Buffalo

December 10-11—Ohio Canners Association, 46th Annual Convention, The Neil House, Columbus

January 4-6—Northwest Canners Association, Annual Convention, Multnomah Hotel, Portland, Ore.

January 7-8—Canners League of California, Annual Fruit and Vegetable Sample Cutting, Hotel Fairmont, San Francisco

January 7-8—Illinois Canners Association and Illinois State Agricultural Experiment Station, Canners and Fieldmen's Short Course, University of Illinois, Urbana

January 18-21—Canadian Food Processors Association, Annual Convention, Alpine Inn, Ste. Marguerite, P.Q.

January 19-21—Michigan Canners Association and Michigan State Agricultural Experiment Station, Canners and Fieldmen's Short Course, Michigan State College, East Lansing

January 19-22—National-American Wholesale Grocers Association, Annual Convention, Ambassador Hotel, Atlantic City, N. J.

January 23-28—National Canners Association, 47th Annual Convention, together with National Food Brokers Association and Canning Machinery and Supplies Association, Atlantic City, N. J.

February 2-5—Indiana Canners Association and Indiana State Agricultural Experiment Station, Canners and Fieldmen's Short Course, Purdue University, Lafayette

February 3-4—Minnesota Canners Association, Seventh Annual Canners and Fieldmen's Short Course, Leamington Hotel, Minneapolis

February 3-5—Pennsylvania Canners Association and Pennsylvania State Agricultural Experiment Station, Canners and Fieldmen's Short Course, Pennsylvania State College, State College

February 8-9—Tri-State Packers Association, Inc., and New Jersey State Agricultural Experiment Station, Canners and Fieldmen's School, Rutgers University.

February 9-10—New York State Canners and Freezers Association, Inc., and New York State Agricultural Experiment Station, Canners and Fieldmen's Short Course, New York Experiment Station, Geneva

February 10-11—Wisconsin Canners Association and Wisconsin State Agricultural Experiment Station, Canners and Fieldmen's Short Course, University of Wisconsin, Madison

February 15-16—Ohio Canners Association and Ohio State Agricultural Experiment Station, Canners and Fieldmen's Short Course, Ohio State University, Columbus

February 18-19—Iowa-Nebraska Canners Association and Iowa State Agricultural Experiment Station, Canners and Fieldmen's Short Course, Iowa State College, Ames

March 12-13—Utah Canners Association, 42nd Annual Convention, Hotel Utah, Salt Lake City

March 15-16—Canners League of California, 50th Annual Directors Conference, Santa Barbara Biltmore, Santa Barbara

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